

Designing the Digital Economy

Accelerating digital business and cluster growth

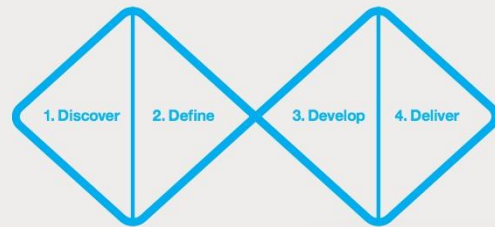
Methodology & Overview



Design-led

3

Design Ladder

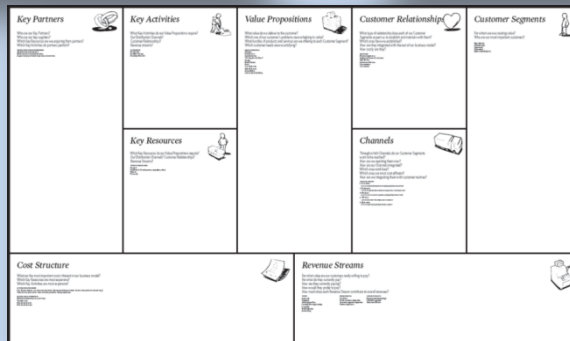


1

Double Diamond

2

Business Model Canvas



5

Hemingway Test



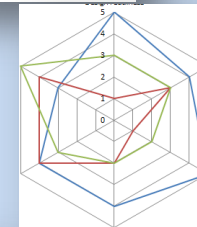
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Blog Site



BCG Spider

6



User Archetypes

4

Confident learner

Samantha Bell
"I'd love to keep in contact with my friends"

Sam is about to go abroad for her gap year, so her parents decided to get her a new camera, to make sure she's able to record everything she gets up to. She likes the camera as it looks so modern, and it's able to do so much more than a lot of her friends' cameras. She loves being in contact with people at the time, and finds it's a great way to kill time like when waiting for the bus. She uses a lot of the more advanced features – panoramic shots, online upload and... When she encounters a problem she ignores it most of the time – she's not sure if she even got a manual with the camera. When she has trouble she can't ignore she speaks to her friends, or goes into a camera store – she wants to be taken through the problem.

Picture credits – [Redzone](#), [Flickr CC](#), [http://www.flickr.com/photos/charliecorgi/](#)

Ideal features

- Ability to take pictures
- Ability to upload images to personal site using 3G/4G
- Allowing others to access her pictures remotely
- Long battery life
- Ability to name and add comments to uploaded images
- Ability to create several albums, and upload pictures to each

Frustrations

- Lack of wireless/3G access
- Slow uploads
- Low battery life
- Need to be plugged in to upload images
- Slow shutter speed
- Want to be able to name/add comments to uploaded images
- Getting online is confusing
- Creating new albums

Needs

In order of preference:

1. To share pictures with her parents
2. To share her pictures with her friends
3. To share her pictures with people she meets whilst travelling

Key attributes

Knowledge: Low to High
Experience: Low to High
Help use: Low to High
Confidence: Low to High

Policy analysis and desk research



Visualising cluster profiles

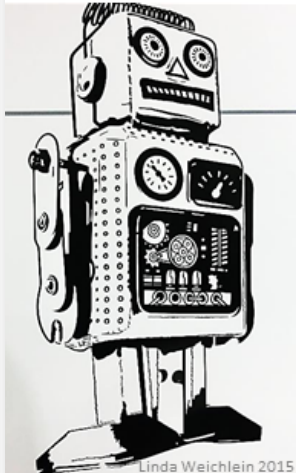


Visualising cluster profiles

SUNDERLAND - grounded – unlocking – forward-looking

Culture

- Strong identity of the NE
- Pragmatic and realistic
- Community is not aware of the digital sector in the NE



Linda Weichlein 2015

Activities

- User observation room
- BIC, BIM Academy, Boho centre
- Growth and Innovation Centre
- Fab Labs
- Boomerang

Resources / Talent

- Strong talent supply but leakage to London
- Reasonably strong design community – but hidden
- Good relationship to universities
- Supply of mid and senior managers exiting companies

Propositions

- Focused and pragmatic ambitions
- Become Software Centre for the UK



- Unlock and sustain growth of the non-digital economy
- Become a recognised region for data skills, analytics, modeling

Partners

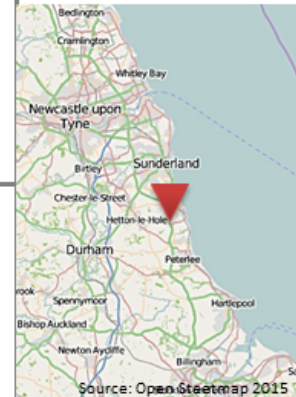
- Disconnect across cluster Newcastle/Sunderland/Gateshead/Middlesbrough
- Strong design and digital networks – but disconnected

Infrastructure

- Good mix of business accommodation available
- Office space and labour are cheap

Customers/topography

- Disconnection to London market



- Non-digital economy is seen as the main market → big demand for digital solutions

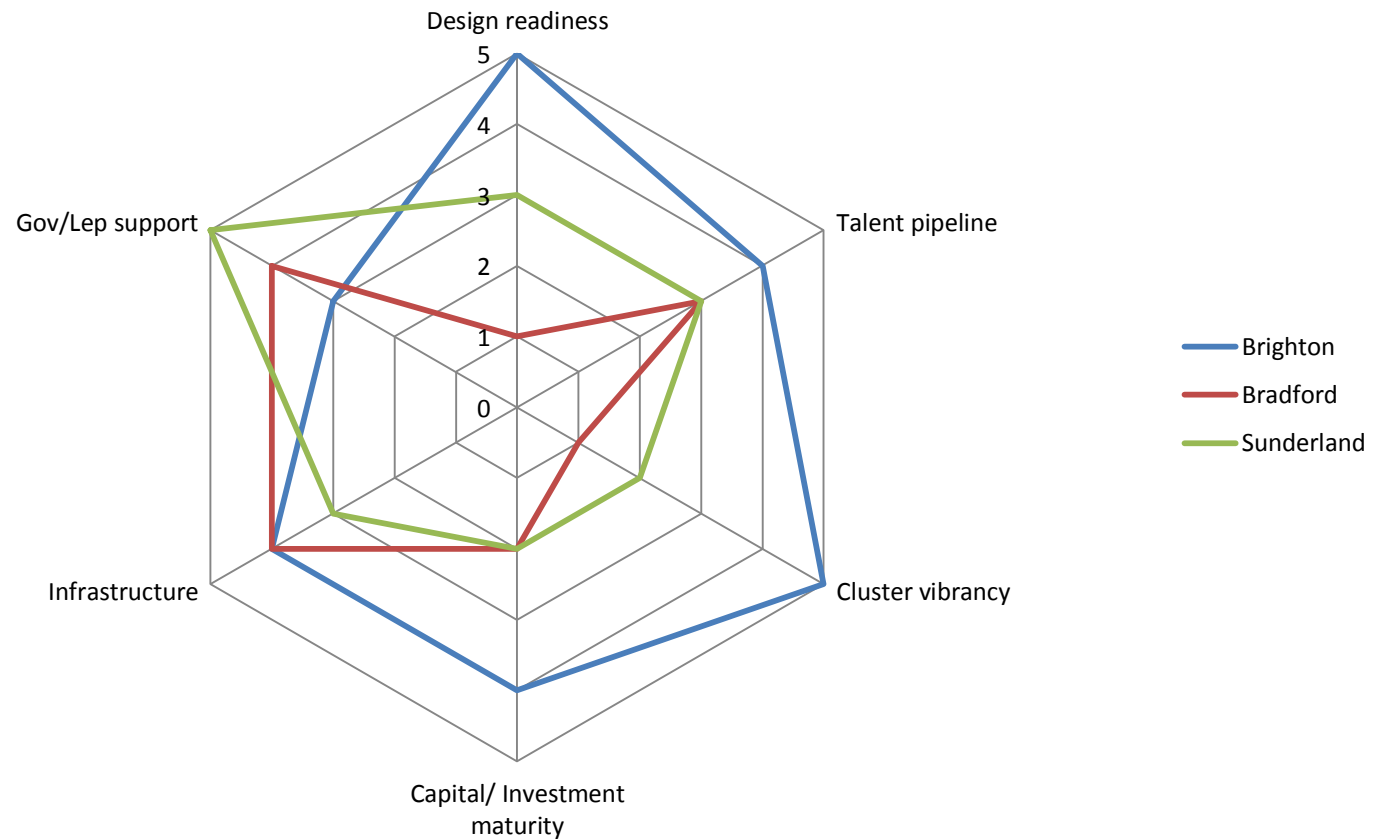
Design readiness

- Public sector commitment to funding design
- Strong HE design sector, established design culture
- Demand for 'first, cheap, fast, tested and trusted' design interventions
- Demand for user group to test products

Investment

- Lots of public money around
- NE agencies are sometimes not prepared to support innovative and risky ideas
- Funding is available, though primarily for businesses with fast growth potential

Cluster analysis



Interviews and Insights

Extract from Service Innovation Handbook published 02.15

"One possible design approach would have been for the designers to show the workers what the software would be like for them to use and ask for feedback. Instead, the designers set up ways for the workers to play with and manipulate the paper prototypes. This allowed all the people involved – designers, researchers and workers – to develop a shared language and concepts about how typesetting would be reconfigured when some of the activities were done using software."

Lucy Kimbell, Associate Fellow Saïd Business School, University of Oxford, Principal Research Fellow at the University of Brighton,



"Digital services are not about showcasing technological prowess - they are ultimately about enabling life for people. This is important as even the best-performing technology can fall down if people cannot use or understand it. We need to look across the life spectrum to see how we can include people of all capabilities - from the digitally proficient, to the digitally familiar, and even include the 18% of the digitally abandoned in the UK."

Rama Gheerawo, Helen Hamlyn Centre for Design, RCA



"We have a zealot-like approach for businesses to understand the value of design" Siobhan Keely, Development Director, Design Museum



"At a time when customer experience is key to brand loyalty, user-centred design needs to be front and centre if UK businesses are to capitalise on their emerging digital technology growth potential. Over 20 years of DBA internationally recognised design effectiveness prove the case." Deborah Dawton, CEO, DBA

"Service design is also increasingly being applied in Government. A range of departments from HMRC to MoJ are strengthening their service design capabilities. And the Government's Policy Lab which I head up, has been created by the policy profession to help bring design techniques to policy making."

Dr Andrea Siodmok, Head of the Policy Lab, Government Innovation Group, Cabinet Office.

"Let's industrialise with an army of producers with R&D budgets to invest in micro's."

Rachel Cooper Chair Lancaster Institute for the Contemporary Arts



Archetypes



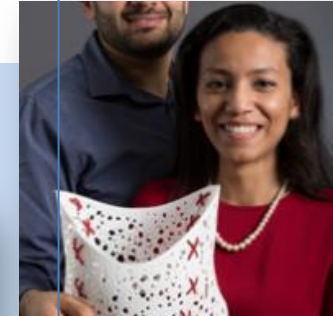
Cynic



Enthusiast

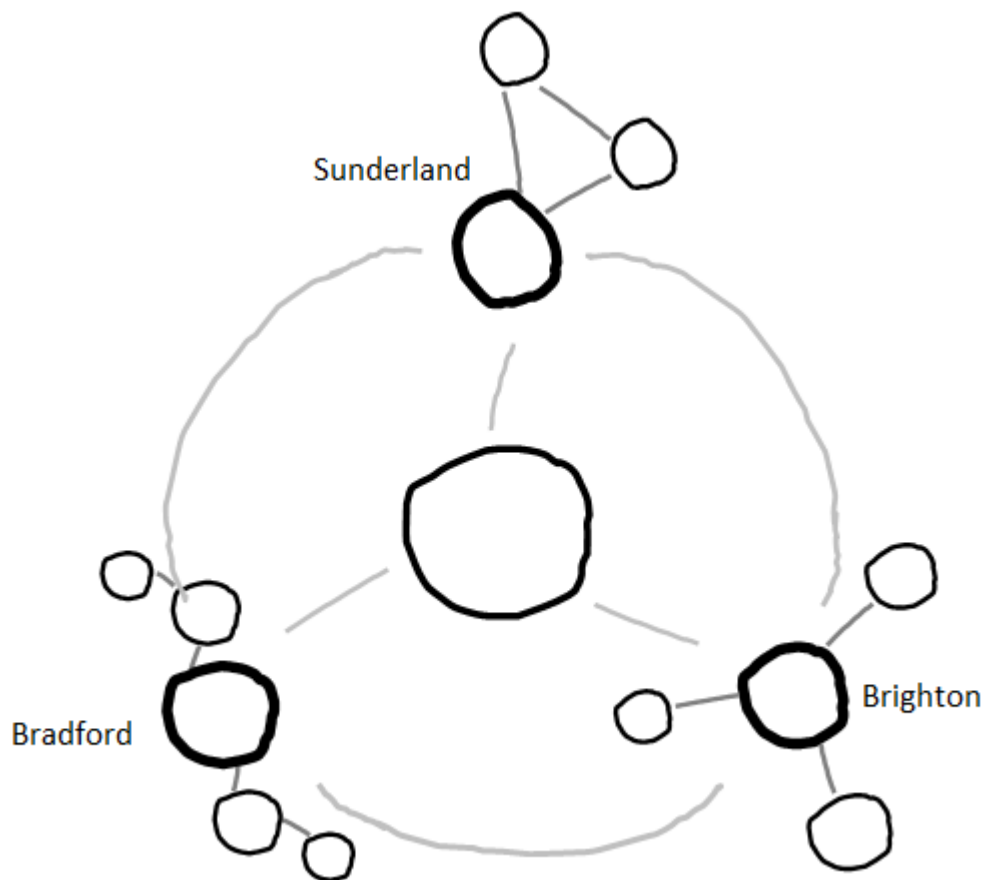


Activist



Evangelist

Visualised recommendations



A nationally-co-ordinated programme is led by the Digital Catapult – driving delivery, capturing learning and promoting success.

Sunderland is the demonstrator for The Garage - a set of design-led services, driving innovation in established sectors – which is then transferable to a number of other locations in the UK.

Brighton sits at the hub of a Greenhouse network of specialist UX-innovation nodes, co-ordinating a national programme of user-centred innovation.

Bradford is at the centre of an international 'test-bed' for digital health innovation, hosting projects, programmes and teams, and providing access to specialist resources.

Visualised recommendations

